MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (Term ID 2210 & 2215)

BMK2064 – PRODUCT PLANNING AND MANAGEMENT

13 February 2023
9.00 a.m.- 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of two pages (including the cover page) with 4 questions only.

2. Attempt all the questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please print all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS

QUESTION ONE

Marketers use concept testing to determine which new product ideas are worth pursuing before a significant investment is made in development. Several considerations arise in concept testing research.

As a manager of new product development department, discuss the considerations in concept testing research, if you would have to test the concept of the new diet soft drink.

(25 marks)

QUESTION TWO

Prepare an example of the scoring model for a new product concept which covers the lists of technical feasibility and commercial feasibility. Outline each step in preparing a scoring model that covers the factors of technical feasibility and commercial feasibility. Explain how to use the scoring model to choose the best concept that can be used to proceed to the next step of prototype development. (25 marks)

QUESTION THREE

Manager: We recently acquired a small toy company, and I'm scheduled to meet with their management next week. I know they don't do much use testing--I think someone told me they have a bunch of kids come to their plant and play with the proposed toys. We must tell them the importance of product use testing. What should I tell them, or be looking for, relative to the list of 12 decisions?

Based on the above scenario, describe the list of decisions (at least 10 decisions) in product use testing that you can suggest to the Manager who had just acquired a small toy company.

(25 marks)

QUESTION FOUR

In pseudo sale, product innovators can get potential users to make some expression of commitment resembling a sale without actually laying out money based on two common methods. Discuss these two methods in pseudo sale and provide an example for each method. (25 marks)

End of page.